

# Electronic Typewriter Model 75 Demonstration Kit

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Discard This  
Sheet  
After Opening

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This kit should be used  
with an easel-type binder. Order the  
binder from Mechanicsburg under  
OPD Adv. Form No. G549-0802.



## The IBM Electronic Typewriter

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MODEL

# 75





To help demonstrate the benefits of  
Model 75 electronics, this  
demonstration typewriter contains a

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**SPECIAL ELECTRONIC DEMONSTRATION AID**

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which simulates typing.





**The Demonstration Aid simulates  
these Model 75 functions:**

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Electronic Error Correction

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Electronic Indents

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Electronic Underscoring

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Electronic Centering

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Electronic Column Layout

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Electronic Number Alignment

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Electronic Phrase Storage

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Electronic Document Assembly and Storage

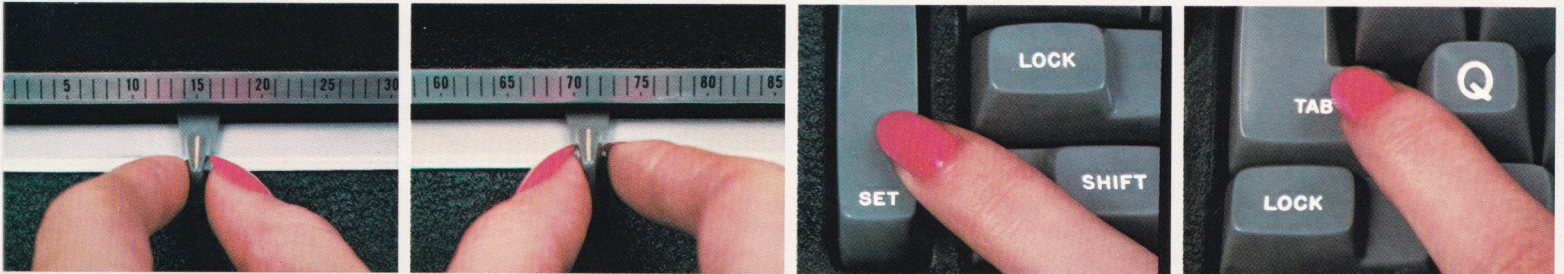
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Electronic Revision



## Conventional Margins and Tabs:

it's a lot of time-consuming repetition.



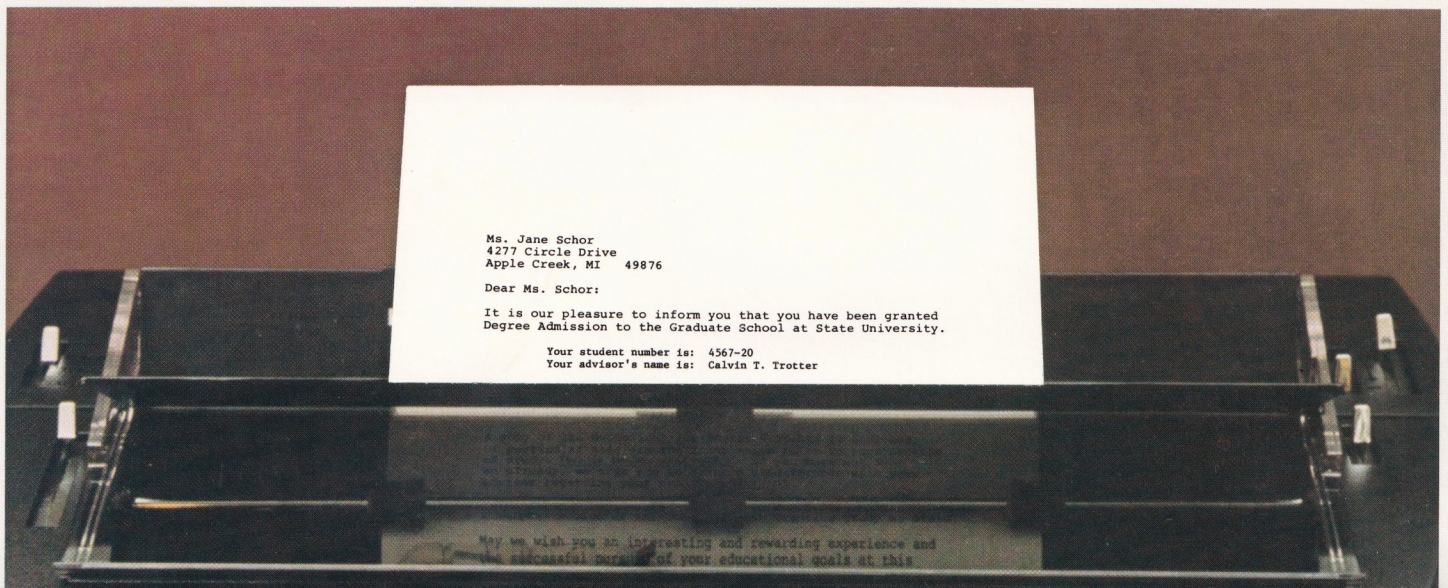
- Margins and tabs are set to suit the format of the first piece to be typed.
- Each time ensuing documents have formats differing from the preceding one, margins and tabs must be set all over again.
- A typist may have to repeat this tedious re-setting process a dozen times or more throughout the day.

## Electronic Margins and Tabs:

reduces resetting.



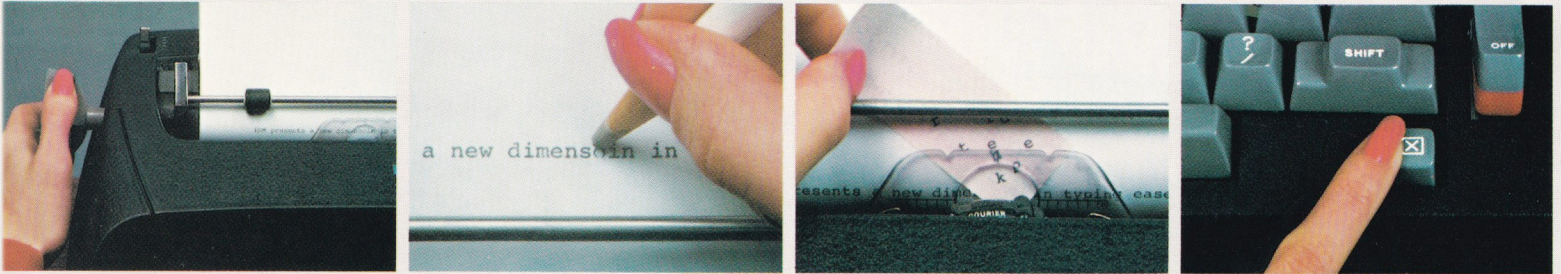
- To set margins electronically, the typist simply moves the carrier to the desired position, depresses the *code* button and certain alpha keys at the points where margins are desired.
- Whenever the typewriter is turned on, a one-inch tab grid is set automatically across the page.
- To set other tabs, the typist simply spaces to the desired point(s) and depresses the *code* and "S" buttons.
- The Model 75 offers the additional capability of storing four sets of margins and tabs. Two formats in 10 pitch and two in 12. To change from one set to another simply requires moving a lever.





## Manual Error Correction:

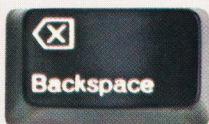
it's tedious, often messy, and sometimes results in retyping to achieve the desired quality.



- When an error is made using a typewriter without correction capability, the typist must stop, back up, and erase or cover up the error and then strike the correct characters.
- If the error is complex, the typist often throws the page away.

## Electronic Error Correction:

produces a first-time-final document—automatically.



- When an error is made, the typist simply depresses the *correction* key.
- The carrier automatically lifts off or covers up all characters on the line until the *correction* key is released.
- The typist then retypes the character, word, or words correctly and continues typing.
- Signature-quality documents can be obtained the first time.

You are looking at a highly advanced single element typewritre

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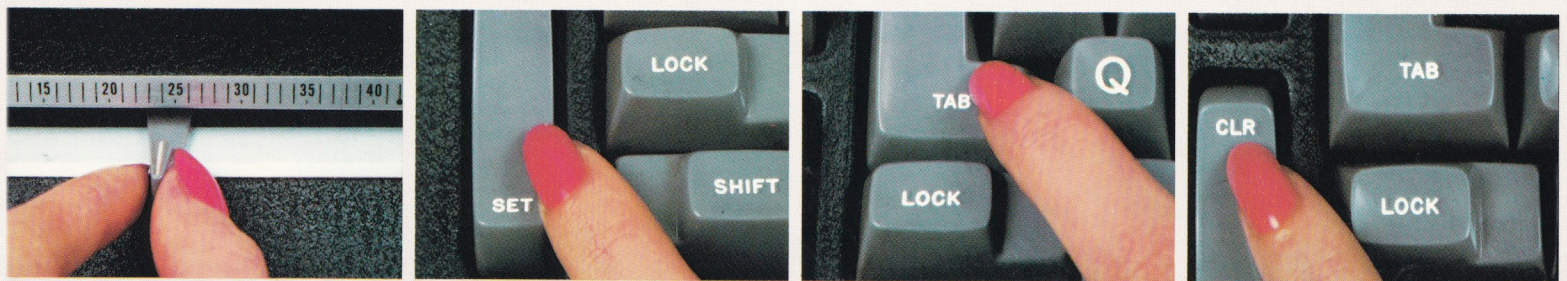
Through the use of electronics, many typing functions, including error correction, are handled automaterc

Through the use of electronics, many typing functions, including error correction, are handled automatically.



## Manual Indents:

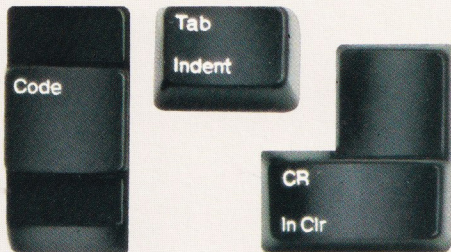
it means multiple steps and is highly error prone.



- First, tabs for each indent level must be set.
- Then the typist must tab to the appropriate indent level for each line.

## Electronic Indents:

carrier automatically returns to the proper indent level.



- The typist electronically establishes a temporary left margin at the desired tab stop.
- Then, as each line is completed, the carrier automatically returns to that indent level for the next line—eliminating repetitive tabbing.

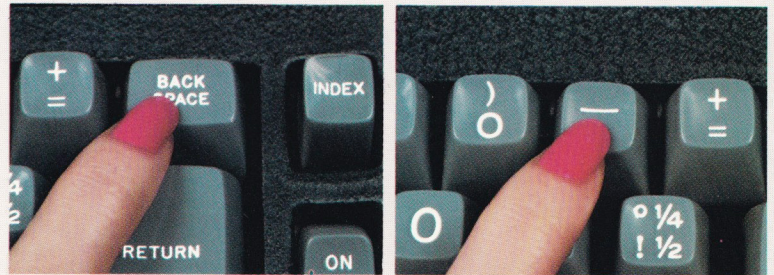
Electronics permit the typewriter to do more work for you -- automatically -- such as, indented formats, underscoring, centering, and column layout.

- Eliminates tabbing to indent material.



## Mechanical Underscoring:

takes three separate steps.



- The typist types the word or words.
- Backspaces to the beginning.
- Types the underscore.

## Electronic Underscoring:

underscores a word, phrase or line  
—automatically.



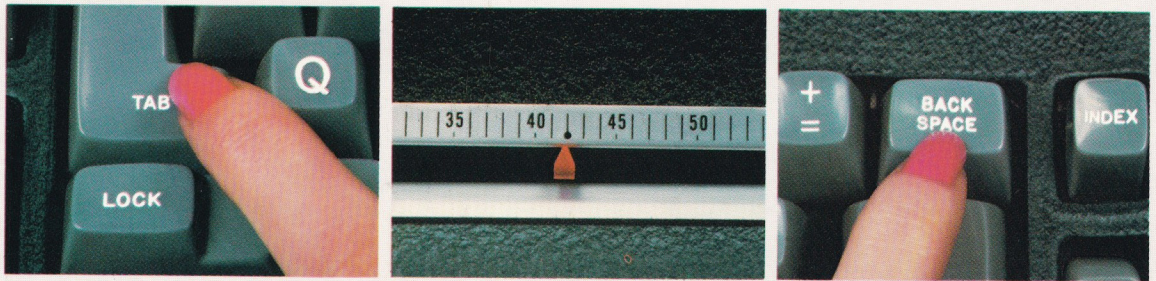
- After typing, a simple code causes the typewriter to back up and underscore — automatically.
- An additional coded instruction allows continuous underscore.

- You can underscore a word
- or a series of words.



## Mechanical Centering:

it's counting and backspacing, or  
inaccurate guesswork.



- The carrier must first be positioned at the center point.
- The typist typically backspaces once for every two characters, and types the line.
- The typist often finds it easier to guess at centering and, if wrong, do it over again. And again!

## Electronic Centering:

it's fast, easy, automatic—and accurate.



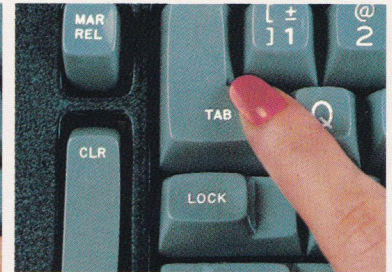
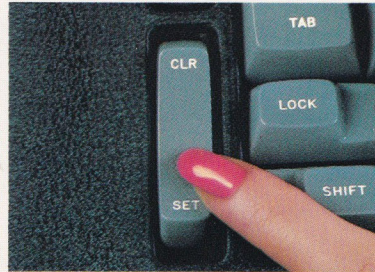
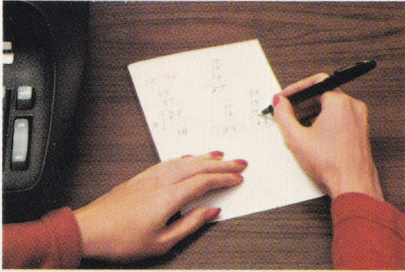
- The typist centers the carrier.
- Depresses the *code* key plus the *center* key and types the line in memory (the carrier automatically backspaces once for every two keystrokes).
- Strikes the *code* key plus the *print* key — and the line is automatically typed and centered.

Centering and underscoring  
are fast, simple, and  
accurate.



## Conventional Column Layout:

it's usually a complicated mathematical procedure.



- The typist must first determine the length of the longest line in each column.
- Then add the total number of characters.
- Subtract the total amount of space needed for typing the columns from the available space on the page.
- And divide the leftover space into equal white spaces between the columns.
- Finally, the tabs must be set manually for each column.

## Electronic Column Layout:

no math to figure, no tabs to set.



- Manual calculations are eliminated. Using the column-layout feature, the typist simply keys a set-up line.
- The typewriter electronically determines and sets the proper tab settings.

- Columns are automatically positioned on the page:

L. P. Adamson	10 John St.	212-891-8175
D. A. Hamm	1395 Rector Ave.	503-723-4567
A. B. Jones	136 Apples Way	201-848-3253



## Manual Number Alignment:

it's tedious, frustrating and time consuming.



- The typist first must handle all the typical problems of column layout—adding, subtracting, dividing.
- Then to align the numbers, the typist must start at the decimal point and backspace to the beginning, remembering to count in any commas.

## Electronic Number Alignment:

automatically positions the carrier for quick, accurate alignment of statistical columns.



- After setting a tab for the decimal point, the typist merely taps a coded number equaling the number of digits to the left of the decimal point (omitting commas).
- The typewriter automatically positions the carrier to align the numbers at the decimal points, and allows space for commas where needed.

- Numerals of varying length can be aligned for statistical formatting:

276.92	5,000.25
27,891.73	1.00
1,107,429.07	12,875.32



## Phrase Storage:

allows you to store frequently used sentences, phrases or paragraphs for automatic playback, up to the 7,500-character storage capacity (15,500-character storage optional). There are 99 separate storage positions.

- To store a phrase, the typist first depresses the *store* button and a numeral.
- As the phrase is typed, it is stored.
- To play any phrase requires only pressing the *play* button and the numeral corresponding to the desired phrase.

Note: Phrase Storage deducts from the amount of memory available for document storage.

By using the numerical row, frequently used words, phrases, and sentences can be stored in as many as 99 segments of variable length.



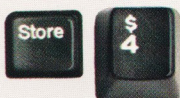
\* Today's date \*



\* Dear IBM Customer: \*



\* Paragraphs can also be stored and played back in any order creating an original letter. \*



\* Frequently used letters may be stored and played back for automatic typing applications. This feature has the obvious benefit of being as flexible as the needs of the operator. \*



\* Very truly yours,

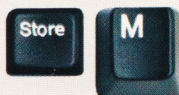
IBM Representative  
Office Products Division \*



## Document Assembly and Storage:

Documents can be created by combining stored phrases and original typing; plus they can be stored for future revisions.

- To store a document for future revision, the typist simply depresses the *store* button and an alpha character.
- To assemble a document, the typist can combine new material with material recalled from phrase storage.



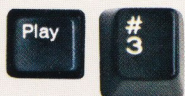
\* Today's date \*



\* Dear IBM Customer: \*

You are looking at a highly advanced single element typewriter. Difficult, time-consuming typing tasks such as error correction, column layout, centering, and underscoring are simplified through the use of electronics.

The alpha keys can be used to store letters for authorship changes. This prevents manually retyping the letter. Only the changes need to be typed.



\* Paragraphs can also be stored and played back in any order creating an original letter. \*

This typewriter was designed with secretarial needs in mind. The keyboard utilizes larger, non-glare keybuttons. By combining "Selectric" technology with electronics, this typewriter adds a new dimension to the term "versatility." Versatility extends to a variety of case colors and a wide selection of typestyles and keyboards to meet your typing requirements.



\* Very truly yours,

IBM Representative  
Office Products Division \*



## Electronic Revision:

only the changes need to be retyped.

- To revise a stored document, the typist first accesses that segment of memory.
- Then moves to the points of change and makes the changes.
- All adjustments are made electronically, and the revised document can be played out automatically —error free.



\* Today's date \*

\* Dear IBM Customer: \*

*the new IBM Electronic Typewriter*

You are looking at a ~~highly advanced single element~~ typewriter. Difficult, time-consuming typing tasks such as error correction, column layout, centering, and underscoring are simplified through the use of electronics.

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\* Very truly yours,

IBM Representative  
Office Products Division \*

*Insert  
"Frequently used  
letters" paragraph*



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M O D E L

# 75

**Simplified typing: it's the electronic edge.**

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reduces resetting.

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no math to figure, no tabs to set.

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automatically positions the carrier for quick, accurate alignment of statistical columns.

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# The IBM Electronic Typewriter

M O D E L

# 75

Functions	Model 75	Model 60	Model 50
Electronic Margins and Tabs	●	●	●
Electronic Indents	●	●	●
Electronic Error Correction	●	●	●
Electronic Centering	●	●	●
Electronic Underscoring	●	●	●
Electronic Column Layout	●	●	●
Electronic Number Alignment	●		●
Electronic Phrase Storage	●	●	
Electronic Document Storage	●		
Electronic Proportional Spacing			●
Automatic Carrier Return	●	●	
Lighted Margin Scale	●		
Semi-automatic Paper Insertion	●		
"Editing" Control Panel	●		
Optional 15,500-character Memory	●		